PACKAGING

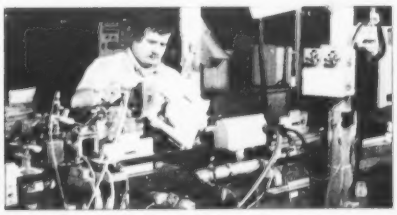
THE CAHNERS MAGAZINE FOR DECISION-MAKERS/MAY 1992

MAKING THE MOST OF FLEXIBLES:

Meeting New Consumer Demands

Choosing Materials

Growing With Pre-Made Bags



CASE HISTORIES OFFER REAL-WORLD ENGINEERING TIPS

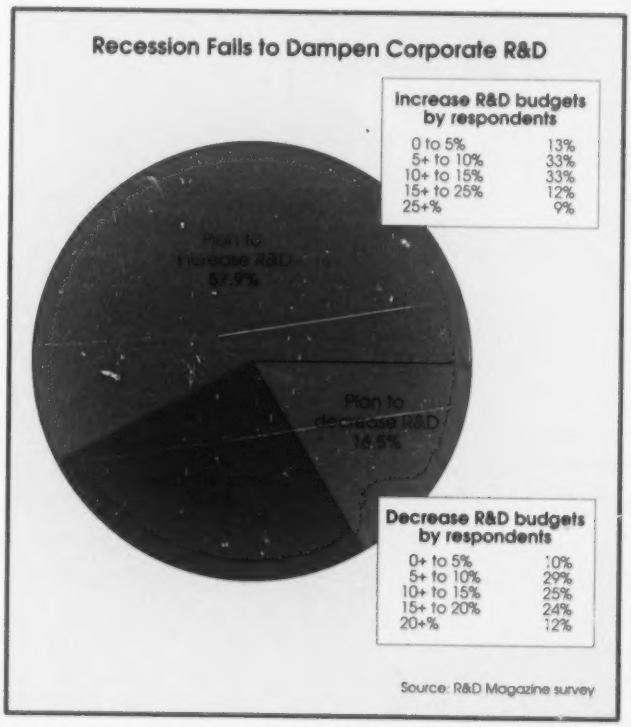
Is Your Company Falling Behind In Package R&D?

PLUS—
How To Select Pallet-Unitizing Systems

PACKAGING

A CAHNERS PUBLICATION
VOLUME 37 NUMBER 6

Machinery solutions in our Packaging Line Planning Guide save money, boost efficiency and reduce labor. Page **39**


Recession Fails to Dampen Corporate R&D
Increase R&D budgets by respondents
0 to 5% 13%
5+ to 10% 33%
10+ to 15% 33%
15+ to 25% 12%
25+% 9%
Plan to increase R&D 57.9%
Plan to decrease R&D 16.5%
Decrease R&D budgets by respondents
0+ to 5% 10%
5+ to 10% 29%
10+ to 15% 25%
15+ to 20% 24%
20+% 12%
Source: R&D Magazine survey

Who has money for packaging R&D? With generous budgets a fond memory, here are innovative alternatives. Page **60**

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Source reduction is only part of the story. New packs make highly convenient containers.

Matching machines to materials 33
Trying to run "economy" materials may only cost more in the long run.

Choosing cost-effective materials 34
Here are some guidelines to ease the decision process.

Growing with pre-made bags 37
Low-cost systems can handle volume growth for a variety of products.
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Suppliers of machines that run pre-made bags.

PACKAGING LINE PLANNING GUIDE
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Drug maker has 100% code verification 53
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Stretch wrapper stacks up 58

Compartmentalized pouch separates two premeasured portions in one three-layer package. Page **16**

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Who will do your R&D? **60**

Was your packaging R&D budget a victim of the recession? Consultants, research firms and suppliers can help fill the gap.

MATERIALS FOCUS

Comparing pallet-unitizing materials **63**

To choose film, webbing, strapping or adhesive, study the load, where it's going and how it will get there.

Quick Reference Listing **64**

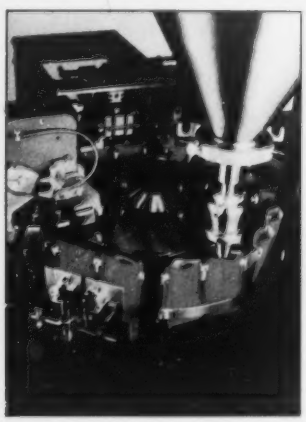
Suppliers of pallet-unitizing adhesive, plastic and steel strapping, stretch film, webbing and more.

TECHNOLOGY

Film linings solve canned-food dilemmas **69**

HDPE, polyester coatings on metal are strong, retortable and recyclable.

'Flexible' machinery creates marketable packages. Page **31**



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NEXT MONTH

Exclusive Consumer Survey: Consumers vote for value. Part II of our 8th annual survey reveals demands for truly informative labeling, traditional packaging for OTC drugs, more tamper-evidence . . . and help in stretching the dollar.

COMING SOON

Quality certification partnerships are easy to talk about, difficult to attain. SPC, certified vendors, Demming, Crosby and Baldridge—are they making a tangible difference in the packaging field?

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Business optimism rises as consumer confidence grows

Kermit Baker
Chief Economist
Cahners Economics

The Packaging Magazine Business Confidence Index increased 2.6 points in April to 65.8. This rise marks a solid upward trend for the index, to a level 0.3 points above the highest value of the index. This upward movement points to a strong presumption that the unfolding recovery in the industrial sector of the U.S. economy is sustainable.

Businesses are already seeing a more favorable business environment and plan to take advantage of it. Two-thirds of the total businesses surveyed are planning production or sales increases over the next three months.

Companies involved in packaging rate production and sales as the business area in which they feel the most optimism in the near future, giving it a confidence reading of 79.7. Product introductions is another area of high optimism, following closely behind sales with a confidence value of 76.7. There should be no shortage of either introductions or production in the next few months.

Easing the credit crunch

A special question in the April survey asked respondents which of the following would do the most to help their business this year: capital gains tax cut; investment tax credit; lower interest rates; or easing of the credit crunch in the banking system. Of concern to the packaging industry are the opinions of consumer products and general manufacturing companies.

Easing the credit crunch was the most popular option for consumer products companies since they are more immediately concerned with generating demand from their customers. Manufacturers of consumer products are also concerned with interest rate levels and credit availability for customers.

Businesses in general manufacturing are more likely to prefer an investment-oriented option.

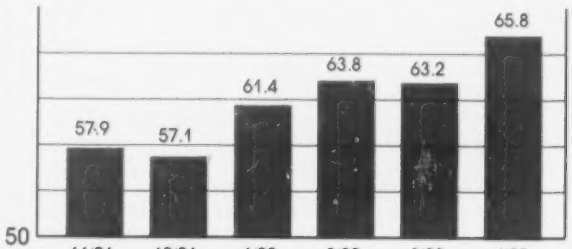
Forty-seven percent of respondents from general manufacturing preferred an investment tax credit or capital gains tax cut.

These businesses often are more sensitive to attracting capital for expansion or modernization and therefore are looking for initiatives that encourage greater levels of investment in their companies.

Research assistance:
Lori Brassaw, Economist
Cahners Economics

INDEX REVEALS NEW WAVE OF OPTIMISM

Respondents to the PACKAGING Business Confidence Index survey in April 1992 report a significant rise in confidence. Note: Any number over 50 reflects more optimism than pessimism.



Source: Cahners Economics

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A: Your donations could qualify as a tax benefit up to 200% of cost under IRS 170(e) (3).

Q: Who could possibly need my excess parts, assemblies, complete products and office supplies?

A: Thousands of students and teachers in **local school systems**, as well as community, technical and four-year colleges need metal, electric, electronic parts and supplies for **training**.

Q: Where do non-profits get them? And how?

A: We have six warehouses around the country where school systems, colleges and **social service non-profits** come in and select what they need.

Q: Can my company get the tax benefit this quarter?

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Get Tax Benefits This Quarter!

For information circle **69**

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PEOPLE

D. Pastrich

Alusuisse Flexible Packaging has promoted three executives to Director of Sales and Marketing: **David Pastrich**, labels and specialty products unit; **Richard Dougherty**, food packaging unit; and **Charles Cordeau**, healthcare packaging unit . . . Marsh has announced several management changes: **John A. Marsh** has been elected chairman and CEO; **Thomas Barnett** has been elected president and COO; **P.J. Wagner** has been named vice chairman and vice president of sales and marketing; **James King** has been elected executive vice president and vice president of operations; and **Audrey King** has been elected senior vice president . . . Westvaco's president and CEO, **John Luke** has been named Papermaker of the Year by *PaperAge Magazine* . . . **Joseph Strickland** has been appointed president of Amoco Foam Products . . . Flexcon has promoted **Martin McDonough** to market development manager, packaging . . . Mead has elected **William Shanahan**, chief operating officer of Colgate-Palmolive, and **Lee Styslinger**, chairman of Altec Industries, to the board of directors . . . Allen-Bradley has named **Rex Ferguson** vice president and general manager of its new Standard Drives Div. and **Jon Simons** vice president and general manager of its new Drive Systems Div. . . . Nadel Industries has appointed **William Kezema** executive vice president . . . Plastofilm Industries has promoted **Tony Beyer** to vice president of manufacturing and **Rich Partlow** to vice president of sales and marketing.

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